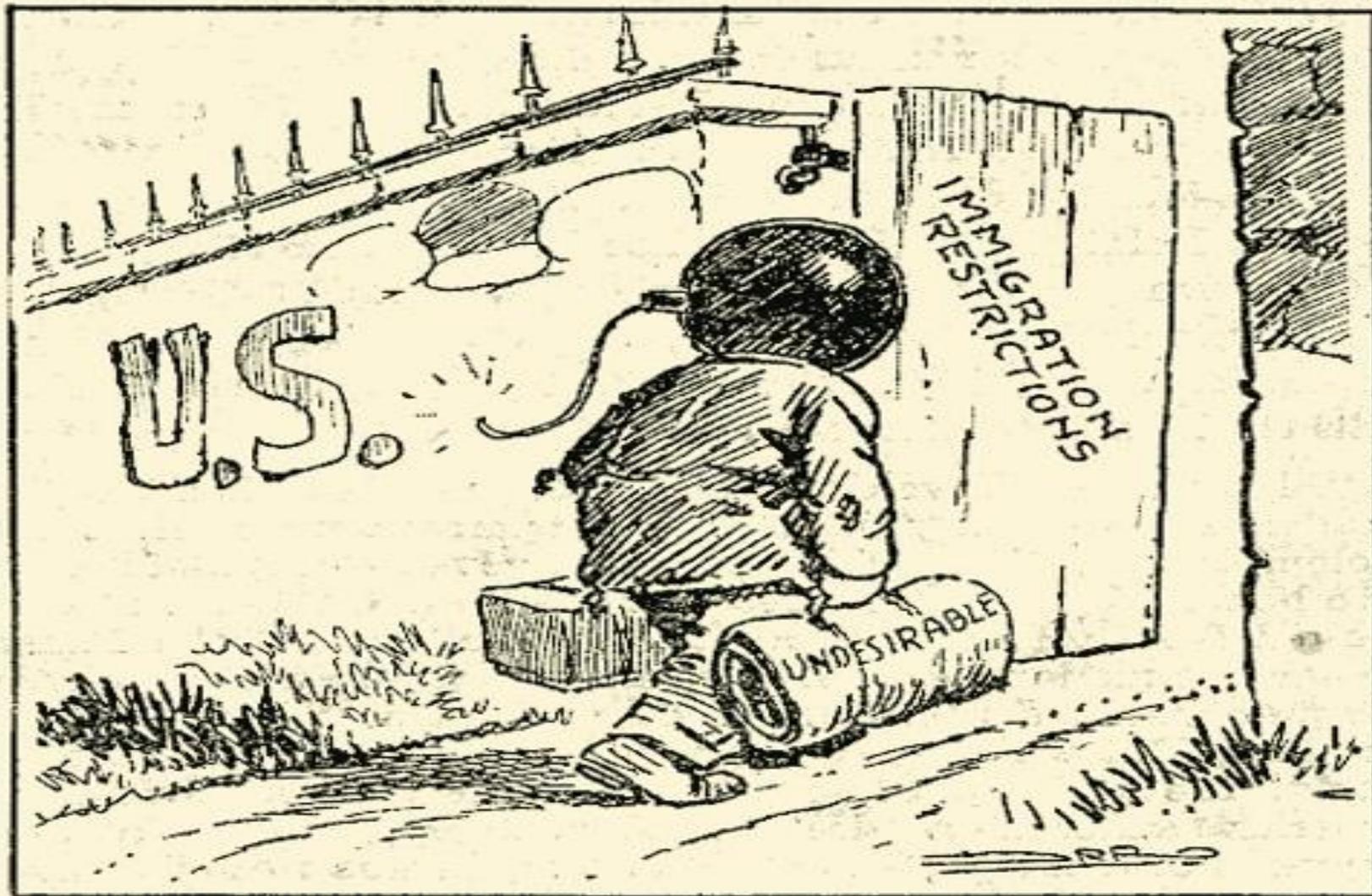


UNITED STATES HISTORY

Unit 6

(CHAPTER 10)

The Roaring Twenties: The Clash of Traditionalism and Modernism



CLOSE THE GATE.

—Orr in the *Chicago Tribune*.

CHANGING WAYS OF LIFE

- The biggest concern of most Americans following WWI was staying out of future world conflicts
- This concept led to the rebirth of the following:
 - **#1 Isolationism**– pulling away from world affairs
 - **Nativism**– prejudice against foreign-born people
- **People feared communism** as their goal was to end private ownership of business and property.
- **Anti-immigration activity:**
 - Sacco and Vanzetti
 - **#2 “Red Scare”– Fear of Communism**
 - Ku Klux Klan– (KKK)
 - Emergency Quota Act (1921)

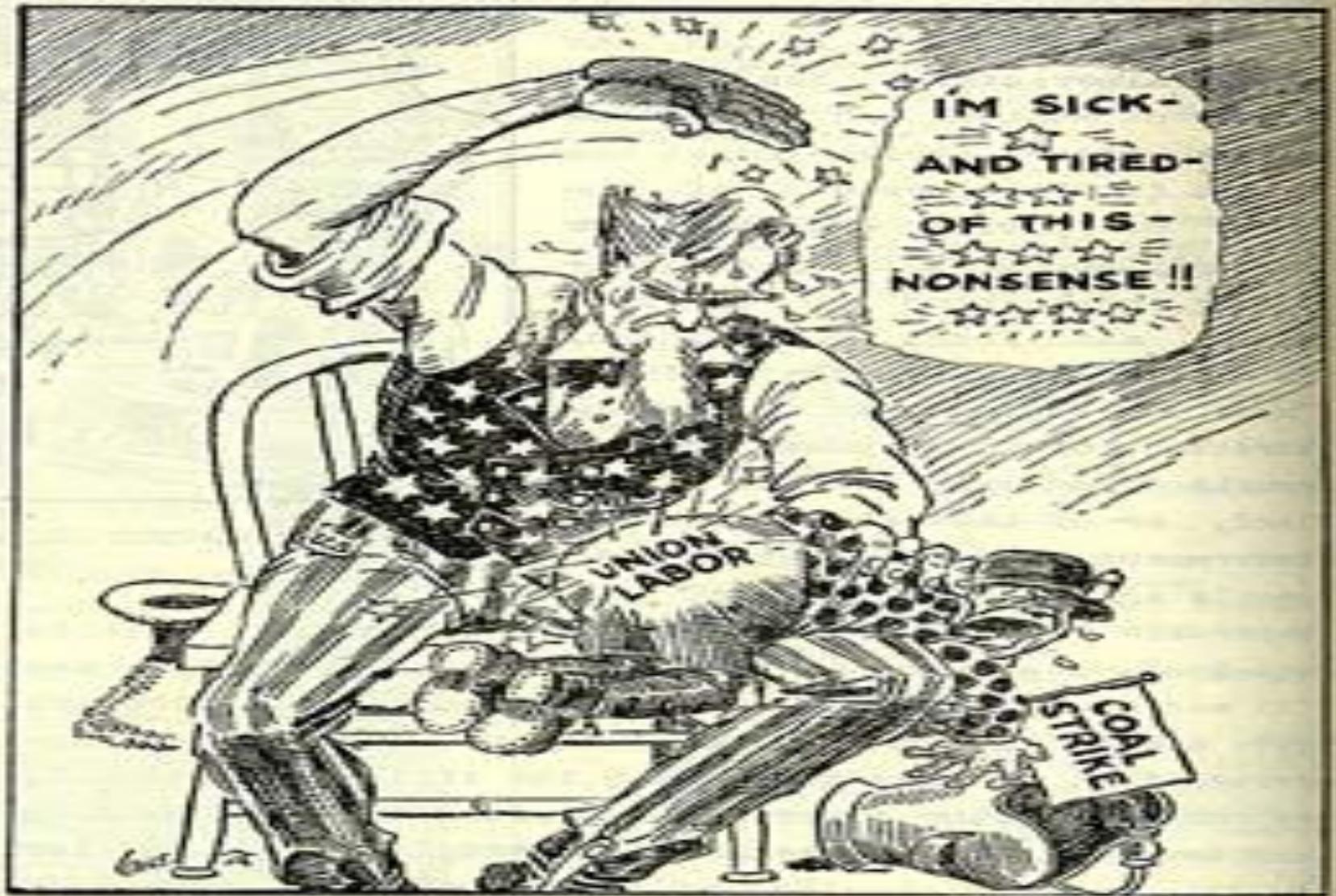
“RED SCARE” POLITICAL CARTOONS



“COME UNTO ME, YE OPPRST!”

—Alley in the *Memphis Commercial Appeal*.

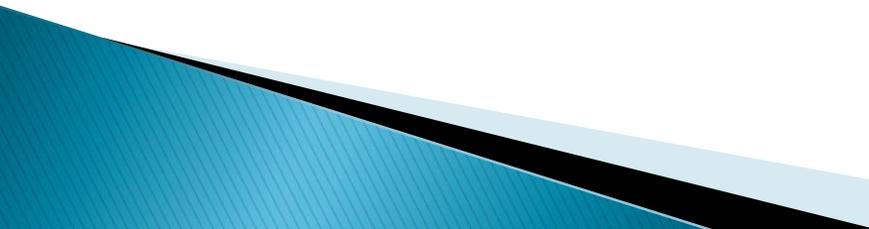
- **#3** Another major postwar issue in society was the **growing conflict between labor and management**.
 - Strikes had been outlawed during the war because it was potentially damaging to the war effort.
- Upon the war's conclusion, however, pay was still the same as it had been while the cost of living had increased.
 - Management did not want to give pay raises, which led to 3,000+ strikes in 1919.



KEEPING WARM.

---Gale in the Los Angeles Times.

- ▶ Management used the #2 “Red Scare” to their advantage during all these strikes.
 - They began **labeling striking workers as communists.**
 - They claimed the striking workers were attempting to establish communism by striking.

 - ▶ The 1920s was a set back for labor movements and unions:
 - **Unions became association with communism.**
 - Large immigrant work force was willing to work for less money.
- 

ANALYZE THE FOLLOWING CARTOON:



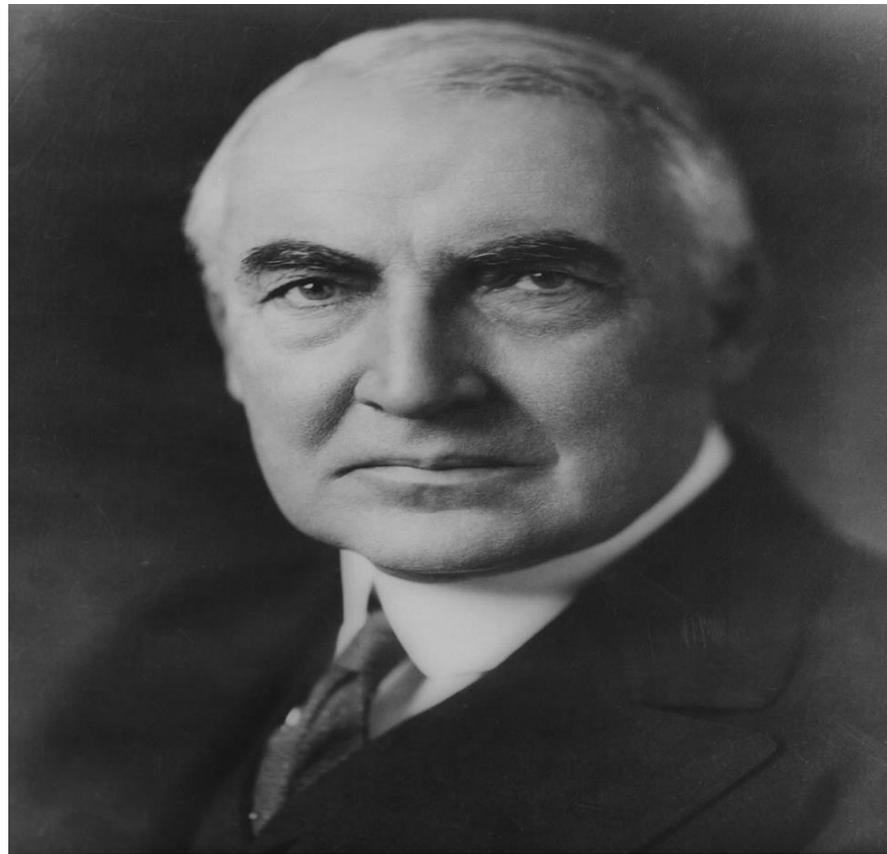
Copyrighted by the Press Publishing Company.

CLEANING THE NEST!

—Cassel in the *New York Evening World*.

THE HARDING PRESIDENCY

- ▶ Election of 1920:
 - ▶ **#4 Ohio Senator Warren G. Harding** won promising simple times, a **return to normalcy**. However his presidency was **full of scandal and corruption**.
 - ▶ **#5 Ohio Gang:**
 - ▶ Harding appointed friends to his Cabinet; they **caused scandal** and embarrassment.
- *** **cabinet– president appoints department heads.**



▶ #6 Teapot Dome scandal

- ▶ Secretary of the Interior **leased oil rich public land** in Teapot Dome, Wyoming, **to oil companies**.
 - ▶ The **Sec. of the Interior received** hundreds of **thousands** of dollars in “loans, bonds, and cash”.
 - ▶ Harding “I have no trouble with my enemies... but my friends... they are the ones keeping me walking the floors at night!”
 - ▶ In August, 1923, **Harding** suddenly **died** from a heart attack or stroke.
-
- ▶ Vice President **Calvin Coolidge** assumed the presidency.
 - ▶ He did **restore faith** in the government
 - ▶ Was elected himself in the 1924 election.
- 

President Calvin Coolidge



PRES. CALVIN COOLIDGE:

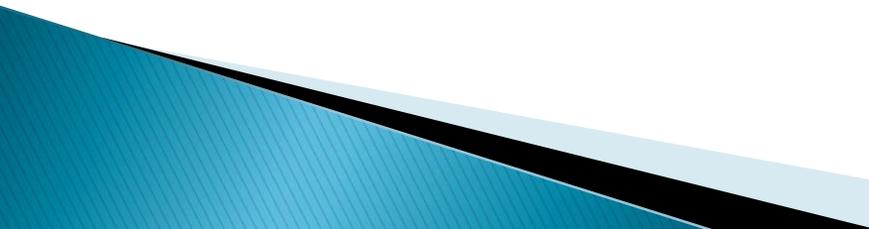
THE BUSINESS OF AMERICA

- ▶ **#8 Pro-Business (Laissez-Faire):** President Coolidge, like most presidents of the era, was pro-business.
- ▶ They believed that business was America's most valuable resource and wanted to return to a more laissez-faire economic climate.
- ▶ **1920s Economic Boom:** This was aided by:
 - **#7 Fordney-McCumber Tariff (high tariffs)**
 - which leads to more American goods being bought/sold
 - a reduction in income taxes, and rising wages.
 - which allowed people to have more disposable income, so they spent it on non-essential items and new convenient products

- ▶ **Assembly Line:**
 - ▶ Innovation that sparked this economic boom. Allowed faster production at decreased prices.
 - ▶ **#9 Henry Ford** – **Automobile industry benefited from the Assembly line.**
 - ▶ **Changed our cultural landscape** that continues to exist today.
- ▶ **Impact of the automobile** on American society:
 - More families could **afford to buy cars**
 - **Businesses grew** rapidly: restaurants, hotels, and gas stations
 - **Promoted greater mobility** for people
 - **#10 Urban sprawl** – **the spreading out of cities**

Model T



- ▶ Influences how people spent money:
 - Buying on the **#1 1 installment plan**– buying/paying for goods over time.
 - **Electricity made life easier**: refrigerators, vacuums, and washing machines.
 - Advertising– made people feel that they **needed items**
 - ▶ Rural Americans valued **#1 7 traditionalism**, **moral truth comes from God. They resisted change.**
 - ▶ **Farmers– did NOT enjoy the economic boom of the 1920s.**
 - ▶ **New innovations** contributed to massive **overproduction** resulting in decline in **crop prices**.
 - ▶ Farmers suffered economically when many Americans were flourishing.
- 

1920s Advertisements

How's YOUR BREATH TODAY?



If it's bad, you won't be welcome . . . Play safe . . . use Listerine

• How's your breath today? If it is bad, it will keep you out of things . . . it may mar friendship . . . kill off a romance . . . or jeopardize a business chance. Don't let it do any of these things.

Play safe . . . use Listerine, every morning and night and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

Faustidious as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spares no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy tonsils or gums, and temporary or chronic infections of the nose, throat, and mouth. The insidious thing about it is that you yourself never realize when you have it.

Only Listerine Succeeds

Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to conquer odors which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

Keep Listerine handy in home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

LISTERINE



CHANGING WAYS OF LIFE

- ▶ “Roaring” 20s– The 1920s were a time of **massive economic growth**. Businesses and factories were very profitable earning this **nickname**.
- ▶ **Social Issue: #12 Prohibition: The manufacturing, selling, and transporting of alcohol was legally prohibited**
 - This was put into effect with the passage of the **18th Amendment** to the Constitution.
 - Resulted in the **#13 rise of organized crime** as people like **Al Capone made millions in illegal alcohol sales**. Also led to **bootleggers** and the operation of **#14 speakeasies, illegal bars**.

1920s GANGSTER



AL CAPONE



ARMORED CAR

SPEAKEASY PICS FROM THE 1920s



PROHIBITION PICS FROM THE 1920S



- **#12** The 18th Amendment was **repealed by the 21st Amendment (1933)** as Prohibition proved too hard to enforce.

**ORIGINAL
LIQUOR PRESCRIPTION STUB**

F107997 _____
DATE PRESCRIBED

FULL NAME OF PATIENT

ADDRESS
NUMBER STREET

CITY STATE

KIND AND QUANTITY OF LIQUOR PRESCRIBED

SIGN FULL NAME **M.D.**

ADDRESS
NUMBER STREET

CITY STATE PERMIT NUMBER

This stub must be clearly and legibly written, and must not be detached from the book.

42

**ORIGINAL
PRESCRIPTION FORM FOR MEDICINAL LIQUOR**

F107997

Rx _____
KIND OF LIQUOR QUANTITY DIRECTIONS

FULL NAME OF PATIENT

DATE PRESCRIBED

PATIENTS ADDRESS
NUMBER STREET CITY STATE

PRESCRIBERS SIGNATURE

PRESCRIBERS PERMIT NUMBER

PRESCRIBERS ADDRESS
NUMBER STREET CITY STATE

CANCELED _____
DRUG STORE NAME AS ON PERMIT PERMIT NUMBER

DISPENSERS SIGNATURE

DATE FILLED AND CANCELED

STRIP STAMP NUMBER

STORE ADDRESS
NUMBER STREET CITY STATE

SEE REVERSE SIDE FOR INSTRUCTIONS
DO NOT REFILL OR TRANSFER UNDER PENALTY

42

ORIGINAL



▶ Social Issue: Science v. Religion

- The 1920s also saw a rise in religious **#15 fundamentalism**– movement grounded in the literal interpretation of the Bible and general skepticism of scientific knowledge.
 - In 1925 Tennessee it was against the law to teach **evolution in school** as it opposed the Bible's account of creation. (Other states outlawed it too.)
 - Biology teacher **#16 John Scopes**, with the backing of the American Civil Liberties Union (ACLU), continued to **teach the theory of evolution**. He was arrested, found guilty and fined \$100.

Analyze the following cartoon:



A man works from sun to sun. A woman's work is never done.

THE TWENTIES WOMAN

- ▶ **Social Issue:** Growing sense of independence, a rejection of many 19th century values, and a demand for the same freedoms of men.
- ▶ One group that emerged as the radical women in 1920s society was the **#1 9flappers**– **Modern young women that embraced the new fashions and urban attitudes.**
- ▶ Characteristics :
 - Wore **dresses above the knee**
 - Cut their hair short and many dyed it jet black
 - Openly smoked, drank, and even discussed sex
 - Marriage was viewed as an equal partnership
 - Few in number

- ▶ **Women** make **strides in employment and education.** Conveniences, from **birth-control to technology**, continue to everyday life of women.
- ▶ **#18 Modernist** felt the **traditional life was becoming outdated** in the new economic, social, and political environment of an emerging fully industrialized world.





EDUCATION AND POPULAR CULTURE

- ▶ **Social Issue:**
- ▶ **School enrollment increased** dramatically
 - News coverage expanded through **radio**, as well as **newspaper and magazine more people reading!** (Reader's Digest (1921) and Time (1923))
 - **#20 Charles Lindbergh** was the **first to fly across the Atlantic**
 - Some of our richest literary history comes from the 20s
 - Sinclair Lewis
 - F. Scott Fitzgerald
 - Ernest Hemingway
- ▶ Much of the writing of authors like Lewis and Fitzgerald was critical of society. People's desire for material objects was one such thing.

- ▶ **#21 The Lost Generation**—Some writers became sour with the materialism in American society, they moved to Paris.



Sinclair Lewis



F. Scott Fitzgerald



Ernest Hemingway

#23 THE HARLEM RENAISSANCE

- ▶ **#22 Great Migration**– 5 million African–Americans migrated to northern cities for jobs. 1920, 40% of the U.S. African–Americans lived in cities.
- ▶ Many settled in the New York City borough of Harlem, which had problems– overcrowding, unemployment, and poverty.
- ▶ Problems overshadowed in the 1920s the **#23 Harlem Renaissance**– literary and artistic movement celebrating African–American culture.
- ▶ Harlem Renaissance (**writers, poets, artists, musicians**, etc...) encouraged African–Americans to **celebrate their culture**.
- ▶ One creative aspect that took off like wildfire throughout Harlem was **jazz music**. Clubs in Harlem were some of the best in New York City to listen to jazz.





Apollo Theater



Harlem Musicians:
Duke Ellington, Billie Holiday,
Louis Armstrong



Harlem Writers:
Zora Neale Hurston, Langston
Hughes, Countee Cullen



Strivers Row:
Eubie Blake, Noble Sissle

- ▶ With the growth in population came a renewed discrimination from people in the North. This will lead to the rise of the NAACP (National Association for the Advancement of Colored People).
- ▶ An influential figure of the time was **#24 Marcus Garvey**. He promoted African-American business and the idea of **returning to Africa** to create and build a powerful nation. All this collapsed when he was **arrested and convicted of fraud**.

